

## Message Text

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ORIGIN CU-04

INFO OCT-01 CIAE-00 INR-07 IO-14 NSAE-00 AID-05 USIA-15  
EA-09 EUR-12 ISO-00 /067 R

DRAFTED BY CU/OPP:MDILLON:NC  
APPROVED BY CU/OPP:WLROTH  
IO/UNESCO:RCHEATER (DRAFT)  
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USIA/IEA:RKNOPES (DRAFT)

-----108518 281129Z /23

R 271744Z JUL 77  
FM SECSTATE WASHDC  
TO AMEMBASSY BANGKOK  
AMCONSUL HONG KONG  
AMEMBASSY KUALA LUMPUR  
AMEMBASSY SINGAPORE  
INFO AMEMBASSY PARIS  
USMISSION USUN NEW YORK

UNCLAS STATE 175724

NESCO

E.O. 11652: N/A

TAGS: SCUL, OEXC

SUBJECT: PROPOSED TRIP TO SOUTHEAST ASIA BY PROF. ROBERT  
LINDSAY - AUG-SEPT 1977

1. PROFESSOR ROBERT LINDSAY OF UNIVERSITY OF MINNESOTA  
SCHOOL OF JOURNALISM AND MASS COMMUNICATION, TRAVELING  
UNDER RESEARCH GRANT FROM DEPARTMENT (CU), WILL VISIT  
ADDRESSEE POSTS PER ITINERARY BELOW TO EXPLORE PROSPECTS  
FOR DEVELOPING LINKAGES BETWEEN INSTITUTIONS OF MASS  
COMMUNICATIONS IN ASIA AND U.S. HE PLANS TO CONSULT WITH  
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PRINCIPALS OF SUCH INSTITUTIONS, PAOS, APPROPRIATE HOST  
GOVERNMENT FIGURES (ESPECIALLY MINISTRIES OF INFORMATION,  
COMMUNICATIONS, AND EDUCATION) AND KEY MEDIA PEOPLE.

2. THE PURPOSE OF THE SURVEY IS TO EXAMINE POSSIBILITIES  
FOR FUTURE EXCHANGES WITH MASS COMMUNICATIONS INSTITUTIONS  
IN DEVELOPING COUNTRIES IN ORDER TO HELP FULFILL THE U.S.

COMMITMENT TO ASSIST THE DEVELOPING COUNTRIES IN IMPROVING THEIR CAPACITIES IN MASS COMMUNICATIONS. THE PLEDGE WAS MADE EXPLICIT BY AMBASSADOR REINHARDT LAST NOVEMBER IN NAIROBI IN HIS CAPACITY AS CHIEF OF THE U.S. DELEGATION TO THE 19TH SESSION OF THE UNESCO GENERAL CONFERENCE. IT WAS

REGARDED AS INSTRUMENTAL IN ATTRACTING THIRD WORLD SUPPORT FOR POSTPONING ACTION ON A HIGHLY RESTRICTIVE DRAFT DECLARATION ON PRINCIPLES GOVERNING MASS MEDIA USE.

3. LINDSAY'S TRIP WILL BE FIRST OF THREE TO EXPLORE FEASIBILITY OF INSTITUTIONAL EXCHANGES WITH COMPARABLE U.S. INSTITUTIONS, (INTEREST, PROSPECTIVE EFFECTIVENESS, CAPACITY TO ABSORB EXCHANGES, EXISTING PROGRAMS, ETC.), SOUND OUT ATTITUDES OF HOST GOVERNMENT OFFICIALS AND SEEK COUNSEL FROM PAOS.

4. SUCH FUTURE EXCHANGES MIGHT DIFFER FROM EXISTING PROGRAMS IN TWO RESPECTS: (1) THEY COULD BE AIMED AT STRENGTHENING CAPACITIES OF THE LOCAL INSTITUTIONS TO BECOME TRAINING AND EDUCATION CENTERS FOR CITIZENS OF THE HOST COUNTRY AND POSSIBLY SURROUNDING REGIONS, AS OPPOSED TO GRANTS TO INDIVIDUAL JOURNALISTS; AND (2) THEY COULD GO WELL BEYOND CONVENTIONAL JOURNALISM STUDY AND ORIENTATION PROGRAMS BY EXPLICITLY INCLUDING DEVELOPMENT SUPPORT COMMUNICATION, A CONCEPT HIGH ON THIRD WORLD COUNTRIES' UNCLASSIFIED

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PRIORITY LISTS.

5. LINDSAY HAS A LONG CAREER AS BOTH PRACTITIONER AND PROFESSOR IN JOURNALISM, A TERM WITH THE UNESCO SECRETARIAT IN SATELLITE COMMUNICATION, IS AUTHOR OF MANY ARTICLES IN THIS FIELD, PARTICULARLY DEVELOPMENT SUPPORT COMMUNICATION. HE HAS SERVED AS AMERICAN SPECIALIST GRANTEE IN JOURNALISM. HE IS PARTICULARLY SENSITIVE TO DEVELOPING COUNTRY NEEDS AND AIMS IN COMMUNICATION DEVELOPMENT.

6. ITINERARY FOLLOWS:

A. ARRIVE HONG KONG SUNDAY, AUGUST 21 PAA FLT 1. VISIT TO CHINESE UNIVERSITY AND POSSIBLY OTHERS. DEPART 8/23 PM.

B. ARRIVE BANGKOK 8/23 THAI AIRWAYS 611. VISIT UNDP CENTER BANGKOK, THAMMASAT AND CHULALONGKORN UNIVERSITIES. DEPART 8/28 PM.

C. ARRIVE PENANG 8/28 MALAYSIAN AIRLINES 821. VISIT MALAYSIA SCIENCE UNIVERSITY MASS COMMUNICATION INSTITUTE.

DEPART 8/31 PM.

D. ARRIVE KUALA LUMPUR 8/31 MALAYSIAN AIRLINES 307.  
VISIT SOUTHEAST ASIA PRESS CENTER AND ASIAN INSTITUTE FOR  
BROADCASTING DEVELOPMENT. DEPART 9/3 PM.

E. ARRIVE SINGAPORE 9/3 SINGAPORE AIRLINES 109. VISIT  
NANYANG UNIVERSITY JOURNALISM UNIT AND AMIC. DEPART  
9/7 P.M.

7. LINDSAY HANDLING OWN LODGING AND GROUND TRANSPORTA-  
TION, BUT WOULD APPRECIATE MEET AT AIRPORT (EXCEPT FOR  
PENANG). ALSO REQUEST ASSISTANCE FROM POSTS FOR SCHEDUL-  
ING APPOINTMENTS. MESSAGE WILL FOLLOW CONTAINING NAMES  
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OF INDIVIDUALS LINDSAY WOULD LIKE TO MEET. IN ADDITION,  
WOULD APPRECIATE APPOINTMENTS WITH KEY PERSONS IN MINIS-  
TRIES RESPONSIBLE FOR THE EDUCATION AND TRAINING OF  
PROFESSIONAL JOURNALISTS AND OTHER PROFESSIONALS IN THE  
FIELD OF MASS COMMUNICATION. ALSO AS APPROPRIATE,  
APPOINTMENTS WITH OFFICIALS OF JOURNALIST UNIONS OR  
ASSOCIATIONS WHO HAVE INTEREST/INVOLVEMENT IN JOURNALISM  
TRAINING. VANCE

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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